

CLASS TITLE: CHIEF PUBLIC AFFAIRS OFFICER (DLT)

Class Code: 02761700

Pay Grade: 37A

EO Code: C

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To serve in a highly responsible communications and public affairs capacity to the Director; to represent the Director in contacts with federal, State and local officials on matters relating to the communications and public relations messaging of the department policies and programs; to develop and maintain a continuous liaison with and between the Department and state, federal and municipal stakeholders; to be responsible for special projects development; to initiate, plan, coordinate and review organizational messaging and a continuous public affairs, media and community relations program; and to do related work as required.

SUPERVISION RECEIVED: Works under the general direction of the Director with considerable latitude for the exercise of initiative and independent judgment; assignments are subject to review for results obtained and adherence to rules, regulations, and prescribed policies and procedures.

SUPERVISION EXERCISED: Plans, supervises and reviews the work of subordinates. Exercises functional supervision over other staff positions assigned to assist in performance and execution of any specific project.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To serve in a highly responsible policy and communications capacity to the Director; to represent the Director in contacts with federal, State and local officials on matters relating to the communications and public relations messaging of the department policies and programs; to develop and maintain a continuous liaison with and between the Department and state, federal and municipal stakeholders; to be responsible for special projects development; to initiate, plan, coordinate and review organizational messaging and a continuous public affairs, media and community relations program; to schedule briefings for the Director with departmental staff and other officials and/or local officials, and to prepare the agenda, as instructed, by the Director.

To serve as the primary information source and to develop communications strategies that will broaden programmatic reach and deepen impact of programs for customers of workforce development, income support, labor market information, workforce regulation and safety, and workers compensation divisions of the department in accordance with instructions and policies.

To represent the Director, as assigned, in contacts with federal, state and local officials to explain the purpose and scope of current state and federal initiatives and programs and their impact on planned or current programs.

To be responsible for developing and maintaining a continuous liaison with and between the various divisions of the Department, other state agencies, government officials and federal and municipal stakeholders to ensure ongoing coordinated communications and messaging.

To be responsible to identify significant media and public policy issues that can be leveraged to support, create and implement department plans and programs.

To conduct fact-finding investigations of complaints or objections to department programs and policies communicated and to prepare reports and corrective action plans on complex matters for consideration and decision by the Director and/or departmental officials.

To contact divisional officials for the purpose of obtaining information and recommendations for the use by the Director in planning, coordinating and directing the various communications strategies for services of the Department; to consult with said officials regarding legislation and existing laws and regulations for the purpose of communicating there purpose, content and need for the policies and programs.

To prepare and provide information to governmental officials, the public or interested parties in accordance with the department's established programs and policies.

To be responsible to review, edit and provide oversight in the design graphics, logos, print publications, electronic publications, website editor and public relations related to the Department.

To be responsible for the planning, coordination and review of department information that ensures advocacy of efforts and a continuous public affairs and marketing program.

To be responsible for researching, writing and editing news releases, articles, and feature materials for use of the news media and advertising agencies; to schedule a continuous flow of informational material to the general public and interest groups for the purpose of providing timely information to improve public interest, knowledge and understanding of departmental policies, strategic goals and agency objectives.

To maintain satisfactory relationships with all media representatives, educational institutions, community organizations and the general public to secure cooperation in the placement use and distribution of informational services.

To be responsible for preparing reports and informing department divisions on information collected such as: marketing trends and data relevant to department mission.

To continuously oversee the development and maintenance of all departmental internet and website information and communications programs.

To be responsible for the preparation and coordination of assignments and special projects related to the design, creation and delivery of marketing programs to support the growth and expansion of program products and services.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A thorough knowledge of the principles practices and techniques of a communication and marketing program; a thorough knowledge of and the ability to evaluate, the attitudes and reactions of interested and affected groups including their demands and needs for information about the department's programs and objectives; a thorough knowledge of computers and internet communications technology; a working knowledge of federal, state and local labor and training programs; the ability to manage the research and development of content for publication of products; ability to serve as a unifying voice and to position communications discussion at both strategic and tactical levels; the ability to conduct fact-finding investigations of complaints raised by local officials, or civic groups, in connection with the effect of department state and federal programs that will result in significant media and public policy issues; the ability to resolve such complaints and objections or to prepare reports thereon for consideration by the Director and/or departmental officials; the ability

to work in a liaison capacity; the ability to communicate effectively with media representatives, educational institutions, community organizations and the general public; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: possession of a Master's Degree from a college of recognized standing in Communications, Marketing, Public Administration or a related field; and

Experience: Such as may have been gained through: significant experience in a position of advocacy and media relations; considerable employment in a highly responsible position involving responsibility for the research, analysis, policy development and dissemination of information.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Created: 05/18/14